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1987 Autumn Travel Executive Briefing

A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036
(202) 293-1040

1987 AUTUMN
TRAVEL EXECUTIVE BRIEFING:
A NATIONAL TRAVEL SURVEY SUMMARY

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An Affiliate of the Travel Industry Association of America

The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Dr. John D. Hunt, Chairman

Dr. Suzanne D. Cook, Director

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INTRODUCTION

Since 1979, the US Travel Data Center has conducted a monthly National Travel Survey to produce timely and relevant information on major trends in American travel activity. The survey is conducted by telephone with national probability samples of 1,500 adult residents of the contiguous U.S. each month.

Seasonal and annual summaries of results are published regularly for use by Data Center members and other interested marketers and researchers. This report on Autumn 1987 travel and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

Designed as a summary of information about autumn travel, this AUTUMN 1987 TRAVEL EXECUTIVE BRIEFING is supplemented by a companion volume, AUTUMN 1987 TRAVEL MARKET CLOSE UP. CLOSE UP reports present cross-tabulations of trip, person-trip and demographic data for a more detailed analysis of travel patterns and characteristics.

The AUTUMN 1987 TRAVEL EXECUTIVE BRIEFING encompasses U.S. resident travel over September, October and November of 1987, measured through the monthly National Travel Survey. Results are based on projected volumes of "trips" and "person-trips", as defined below. Both measures are used in this report, depending on which unit is most appropriate to the type of travel being discussed.

Travel volumes and characteristics are projectable to the U.S. adult population of 178.1 million. For example, an estimated volume of 165.2 million trips were taken by U.S. resident adults during the Autumn of 1987. A trip is counted each time one adult travels 100 miles or more away from home, and returns.

The term "person-trip" individually counts all of the household members traveling together on a trip. Thus the estimated 294.1 million total person-trips for Autumn 1987 includes adults and children traveling away from home on trips.

Because the sample for the National Travel Survey is representative of the contiguous U.S. adult population, data from this report are limited to travel by U.S. residents to both domestic and international destinations. This report does not include data on foreign visitor activity in the U.S.

THE AUTUMN 1987 ECONOMY

The Autumn 1987 economy experienced the stock market's dramatic 508-point drop on October 19, referred to as Black Monday. Many economists and industry analysts predicted an immediate drop in consumer confidence levels, resulting in decreased spending and travel patterns. However, the economy continued to expand over the September-October-November period, as compared with the same months of the previous year.

TABLE 1: OVERALL U.S. ECONOMIC INDICATORS
(Percent Change From Previous Autumn)

Measure	Autumn 1987	Autumn 1986
Real GNP*	+3.9%	+2.7%
Payroll Employment	+3.2%	+1.9%
Disposable Income*	+6.3%	+6.5%
Personal Outlays*	+7.5%	+6.6%
Consumer Price Index	+4.4%	+1.5%

Source: U.S. Department of Commerce, U.S. Department of Labor

*Available for July through September only.

Despite the market's volatility, the travel industry benefitted from the strong consumer spending in autumn 1987. As shown in Table 2, travel prices outpaced consumer prices; nevertheless, autumn 1987 was a record autumn for travel.

TABLE 2: TRAVEL PRICE TRENDS
(Percent Change From Previous Autumn)

Measure	Autumn 1987	Autumn 1986
Motor Fuel	+19.3%	-29.5%
Airline Fares	+ 4.8%	+ 2.3%
All Transportation	+13.0%	-15.6%
Entertainment	+ 6.5%	+ 3.7%
Lodging	+ 4.2%	+ 2.9%
Food and Beverages Away From Home	+ 3.9%	+ 4.0%
All Travel Prices	+ 6.3%	- 0.8%

Source: US Travel Data Center's Travel Price Index

PROFILE OF THE AUTUMN 1987 TRAVELER*

Who were the Americans taking 165.2 million trips during Autumn 1987? The typical Autumn 1987 traveler was married, 41 years old (average age); a homeowner; and had an annual family income of $30,000 or more (55 percent). Travelers typically lived in households with no children (63 percent) and were more likely than the U.S. adult population to live in a household with two or more wage earners.

Overall, American travelers tended to be more affluent and better educated than the total population. Almost four in 10 travelers had household incomes over $40,000, compared to less than two in 10 of the total population. A larger percentage of travelers had completed college than the total population (34 percent vs. 19 percent) and one out of two travelers worked in white collar occupations compared to one out of three of the total U.S. adult resident population.

*Travelers are respondents who made one or more trips of at least 100 miles away from home. Traveler characteristics are taken from the companion volume to this report, "1987 Autumn Travel Market Close-Up", which projects these demographic and household characteristics of adult travelers to the volume of trips taken during Autumn 1987.

AUTUMN 1987 TRAVEL OVERVIEW

Americans took an estimated 294.1 million person-trips in the autumn of 1987, the third consecutive year of accelerated growth recorded for this season, as shown in Figure 1. Travel during September, October and November of 1987 saw an overall 4.5 percent increase from Autumn 1986.

Some types of travel followed the growth pattern set by the banner summer of 1987, during which every travel segment had increased by at least two percent. Business trips led the growth with a 10 percent increase, from 44.8 to 49.4 million trips taken. However, business represented 30 percent of the 165.2 million trips posted for the season, and only 21 percent of the person-trips.

The categories of pleasure and auto travel made strong contributions to overall travel volumes, with increases of over 5 percent each. In fact, about 56 percent of all person-trips were pleasure trips taken by car, truck or RV.

Air travel experienced nearly a 4 percent boost, while vacation travel sustained a modest 2 percent increase in Autumn 1987 person-trip measures. Weekend travel suffered a 2 percent decline, while hotel trips enjoyed an 8 percent rise.

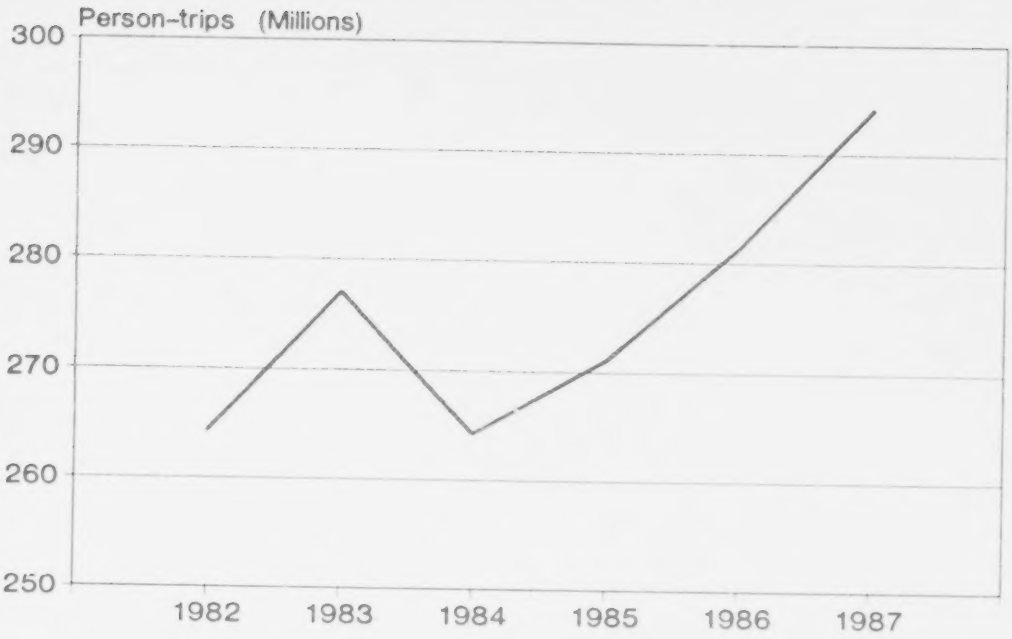
Americans taking person-trips in the autumn of 1987 typically traveled by car, truck or RV (76 percent), without children (86 percent) in an average travel party of 1.8 people. They traveled most often for pleasure purposes such as visiting friends and relatives, outdoor recreation or entertainment (72 percent). In total, 64 percent of Autumn 1987 person-trips were considered a vacation, and 45 percent were weekend trips of one to five nights' duration.

Just over one in 10 person-trips was a daytrip (12 percent) and, on average, the overnight traveler was away 4.7 nights. Travelers on Autumn 1987 person-trips averaged 980 round-trip miles, and were much more likely to stay in commercial lodgings than with friends and relatives (46 percent vs. 34 percent).

The South Atlantic (17 percent), the West South Central (15 percent) and Pacific (14 percent) census regions were the three most popular destinations. The greatest number of person-trips originated in the East North Central (17 percent), West South Central (16 percent) and South Atlantic census regions (15 percent). Appendix C outlines the states comprising each census region.

FIGURE 1

VOLUME OF TOTAL TRAVEL AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

TOTAL PERSON-TRIPS (MILLIONS)

Season	Volume
Autumn 1982	264.4
Autumn 1983	277.0
Autumn 1984	264.3
Autumn 1985	271.1
Autumn 1986	281.4
Autumn 1987	294.1

TABLE 3: PERCENT OF TOTAL PERSON-TRIPS BY MODE OF TRANSPORTATION, AUTUMN 1987

	1987
Auto/truck/RV/rental car	76%
Airplane	21
Bus	1
Train	*
Other	2
Total	100%

TABLE 4: PERCENT OF TOTAL PERSON-TRIPS BY TRIP DURATION, AUTUMN 1987

	1987
No nights	12%
One night	10
2 to 3 nights	40
4 to 9 nights	30
10 nights or more	9
Total	100%
Average (if any)	4.7
Average (incl. none)	4.2

TABLE 5: PERCENT OF TOTAL PERSON-TRIPS BY TYPE OF LODGING*, AUTUMN 1987

	1987
Home of friends/relatives	34%
Hotel/motel/motor hotel	46
Rented cabin/condo/vacation home	3
Owned cabin/condo/vacation home	4
Camper/trailer/RV/tent	5
Other	2
No nights	12

Base: 294.1 million person-trips

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 6: PERCENT OF TOTAL PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, AUTUMN 1987

	1987
Visit friends/relatives	36%
Entertainment/outdoor recreation	37
Business/convention	21
Other	10
Weekend trip	45%
Vacation trip	64%

TABLE 7: PERCENT OF TOTAL PERSON-TRIPS BY USE OF TRAVEL-RELATED SERVICES, AUTUMN 1987

	1987
Rented a car	9%
Used a package tour	4
Consulted travel agent	13

TABLE 8: PERCENT OF TOTAL TRIPS BY TRAVEL PARTY SIZE, AUTUMN 1987

	1987
One	55%
Two	25
Three	10
Four	5
Five or more	5
Total	100%

Base: 165.2 million trips
294.1 million person-trips

Note: Primary purpose of trip may not add to 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

TABLE 9: PERCENT OF TOTAL TRIPS BY TRAVEL PARTY STRUCTURE, AUTUMN 1987

	1987
One adult without children	55%
Two or more adults without children	31
One or more adults with child(ren)	15
Total	100%

TABLE 10: PERCENT OF TOTAL TRIPS BY ANNUAL FAMILY INCOME*, AUTUMN 1987

	1987
Less than $20,000	21%
$20,000-$29,999	23
$30,000-$39,999	17
$40,000 or more	38
Total	100%

TABLE 11: PERCENT OF TOTAL PERSON-TRIPS BY AGE, AUTUMN 1987

	1987
Less than 18 years	12%
18-34 years	33
35-54 years	34
55 years and over	20
Total	100%

Base: 165.2 million trips
294.1 million person-trips

*Adjusted for non-response
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

MODE OF TRANSPORTATION

Transportation patterns of autumn travel have paralleled those of annual travel during the 1980s. In the first half of the decade, air travel registered healthy increases while auto traveled suffered some declines due to rising gasoline costs.

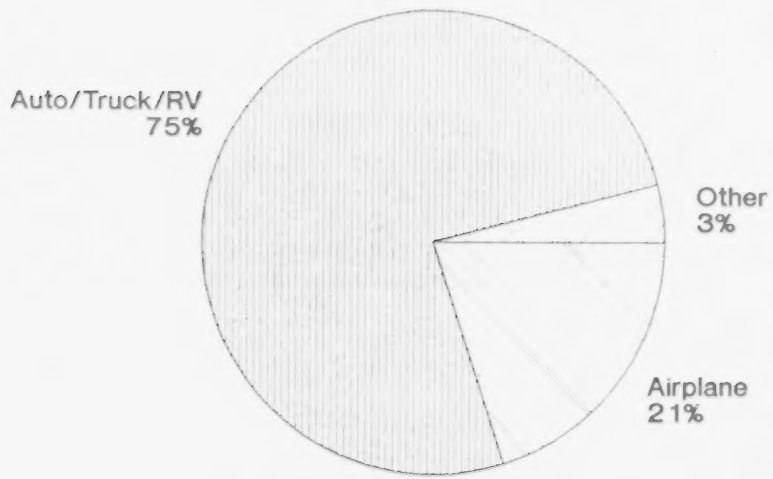
With the drop in gasoline prices, auto travel started to rebound in 1986, so that the Autumn 1987 level of 218.1 million person-trips neared the record high in 1982. Autumn travel by air, however, was flat in 1986 and saw a relatively modest increase from 59.1 to 61.3 million person-trips in Autumn 1987.

Despite the near doubling of autumn air trips between 1982 and 1987, the most popular mode of transportation is still the automobile. Figure 2 shows the dominance of auto travel, which includes all travel described as personal or rental car; truck with or without camper, trailer or camping equipment; and self-contained recreational vehicles (live-in camper). Seventy-five percent of travel was taken by these modes, compared with 21 percent by airplane and the remainder by train, bus or ship.

FIGURE 2

MODE OF TRANSPORTATION
AUTUMN 1987

(Percentage of Person-trips)

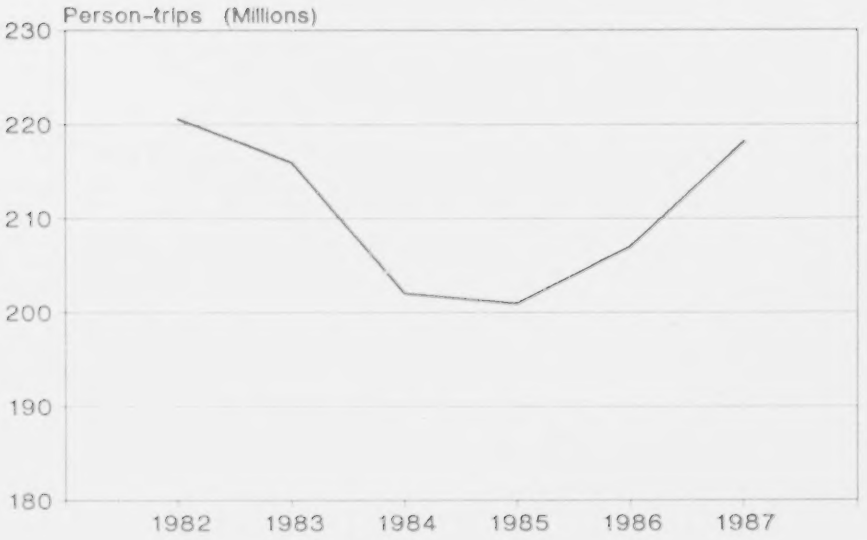


Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

FIGURE 3

VOLUME OF AUTOMOBILE TRAVEL
AUTUMN 1982-1987

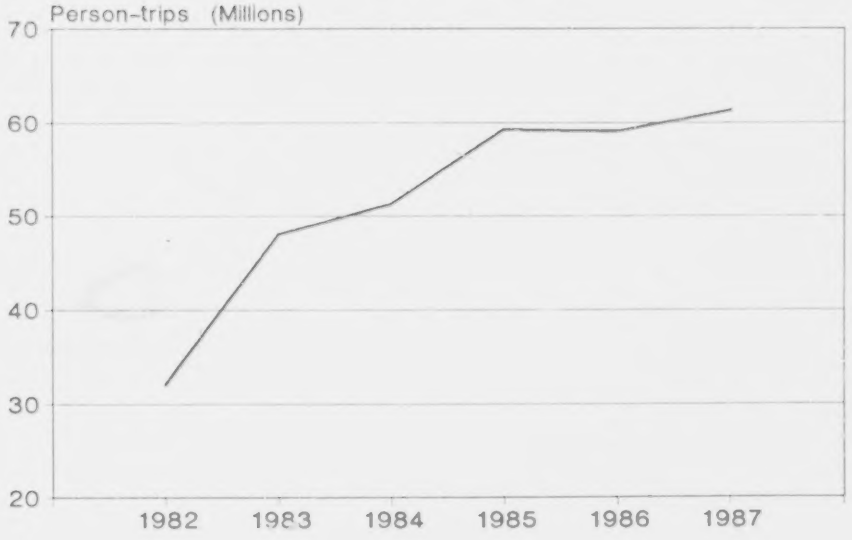


Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

FIGURE 4

VOLUME OF AIR TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Americans traveling by air were much more likely to be traveling for business reasons and slightly more likely to be seeking entertainment than those traveling by automobile. Conversely, auto travelers showed a much higher propensity to visit friends or relatives and to take weekend and/or vacation trips.

TABLE 12: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, AUTUMN, 1987

	Air	Auto
Visit friends/relatives	25%	41%
Outdoor recreation	9	15
Entertainment	29	21
Business/convention	41	13
Other	9	11
Weekend Trip	26	50
Vacation Trip	55	68

Accommodations Fifty-eight percent of Americans traveling by airplane stayed in a hotel in Autumn 1987 compared to 42 percent of those traveling by automobile. A much larger volume of auto travelers stayed in the homes of friends and relatives than did air travelers, about 80 million vs. 18 million person-trips, respectively.

TABLE 13: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY TYPES OF LODGING USED**, AUTUMN 1987

	Air	Auto
Home of friends/relatives	30%	37%
Hotel/motel/motor hotel	58	42
Camper/trailer/RV/tent	*	7
Other	6	7
No nights	11	12

Base: 61.3 million air person-trips
218.1 million automobile person-trips

*Less than 0.5 percent.
**Multiple responses allowed.
Note: Primary purpose of trip may not add to 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

Number of Nights Americans traveling by airplane tended to stay away longer than those traveling by automobile. Fifty-four percent of total air person-trips lasted four or more nights compared to only 34 percent of automobile person-trips. Air travelers spent an average of 5.3 nights on their trips. The average of 3.8 nights for auto travelers reflects the higher proportion of weekend trips taken by car than by air.

TABLE 14: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY NUMBER OF NIGHTS, AUTUMN 1987

	Air	Auto
No nights	11%	12%
One night	8	10
2-3 nights	27	44
4-9 nights	40	26
10 nights or more	14	8
Total	100%	100%

Round-Trip Distance Two-thirds of all automobile person-trips in 1987 involved round-trip distances under 600 miles. Thirty-five percent of air travelers were destined to the Mountain or Pacific census regions. A higher proportion of air travel (13 percent) was taken outside the U.S. than auto travel (3 percent).

TABLE 15: PERCENT OF AIR AND AUTOMOBILE PERSON-TRIPS BY ROUND-TRIP DISTANCE, AUTUMN 1987

	Air	Auto
200-399 miles	3%	46%
400-599 miles	5	20
600-999 miles	10	17
1,000-1,999 miles	28	10
2,000 miles or more	41	5
Outside U.S.	13	3
Total	100%	100%
Average distance (miles)	2,260	660

Base: 61.3 million air person-trips
218.1 million automobile person-trips

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Air and Automobile Travelers Air travel registered the smallest travel party size of any type of travel, 1.4 people, as 73 percent of these trips were taken by one adult traveling without other household members. Auto travel averaged 2.0 people per trip, with a much higher proportion of travel parties of two or more people than air trips, 55 percent vs. 27 percent.

Demographic characteristics of air travelers contrasted with those of auto travelers as well. Airline travelers were more likely to be male (62 percent); to have completed college (52 percent); and to have an annual family income of $40,000 or more (53 percent). Auto travelers were more likely to be married (62 percent) and to have family incomes below $40,000 (68 percent).

TABLE 16: PERCENT OF AIR AND AUTOMOBILE TRIPS BY INCOME*, AUTUMN 1987

	Air	Auto
Less than $20,000	17%	24%
$20,000-$39,999	30	44
$40,000 or more	53	33
Total	100%	100%

TABLE 17: PERCENT OF AIR AND AUTOMOBILE TRIPS BY TRAVEL PARTY STRUCTURE, AUTUMN 1987

	Air	Auto
One adult without children	73%	45%
Two or more adults without children	19	37
One or more adults with child(ren)	6	17
Total	100%	100%
Average travel party size (people)	1.4	2.0

Base: 44.1 million air trips
109.7 million automobile trips

*Adjusted for non-response
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

BUSINESS TRAVEL

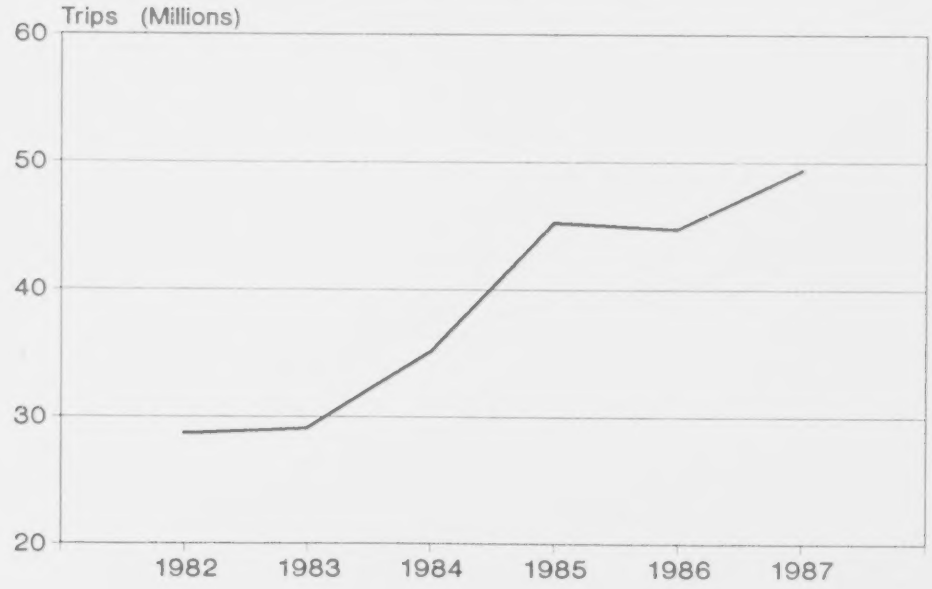
Business trips saw a healthy increase of over 10 percent, registering 49.4 million trips for Autumn 1987. Including travel described as business or attending a convention, seminar or meeting, the business segment is discussed in terms of trips instead of person-trips, because business travel does not typically involve other members of the household traveling for the same business purpose.

Figure 5 indicates the growth of autumn business travel during five of the past six years. In fact, the 21 million gain in trip volumes represents a 72 percent increase since 1982.

With a modest decline in the average travel party size to 1.3 people, Autumn 1987 business person-trips remained at the previous year's level of 62 million. Eighty percent of business trips were taken by one adult traveling alone, and only about 3 percent of business trips included children on the trip.

FIGURE 5

VOLUME OF BUSINESS TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Average Round-Trip Distance Almost as many business trips were taken by car (44 percent) as by airplane (46 percent) during the autumn of 1987. Three percent of all business trips involved the use of a rental car as the primary means of transportation. However, a total of 18 percent of business travelers reported using a rental car in conjunction with their trips. Average round-trip miles traveled jumped to 1,350 miles, up from 1,090 miles in Autumn 1986.

TABLE 18: PERCENT OF BUSINESS TRIPS BY MODE OF TRANSPORTATION, AUTUMN 1987

	1987
Auto/truck/RV	44%
Rental Car	3
Airplane	46
Bus	2
Other	8
Total	100%
Average distance (miles)	1,350

Number of Nights/Accommodations The typical business trip lasted 3.9 nights away from home, a shorter duration relative to the overall average of 4.3 nights. The average duration was steady with the previous year's 3.8 nights duration. Among all travel segments, business travelers were the heaviest hotel users. Fully 76 percent of business trips involved hotel stays. For most other travel segments, about half of trips include hotel lodgings. Conversely, a mere 7 percent of business travelers were accommodated in friends' or relatives' homes, compared with the 41 percent for pleasure travelers who use such accommodations.

Primary Purpose of Trip Growth in the overall business travel volume was attributable to the expanding convention market, which saw a 37 percent increase from the previous autumn. Thirty-seven percent or about 18.3 million autumn business trips were taken to attend a convention, seminar or metting. Seventeen percent of business trips also involved travel for pleasure purposes.

Base: 49.4 million business trips

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Business Travelers In demographic terms, the typical Autumn 1987 business traveler was male (71 percent), 39 years old (average age), a home owner (74 percent), and was more likely to be married (58 percent) than not married (42 percent). Almost half (49 percent) of business travelers had completed college or more compared to 29 percent of pleasure travelers. More than half (57 percent) of business travelers were in a lower to upper level managerial/professional occupation compared to 31 percent of pleasure travelers.

Americans taking business trips were also much more likely to have annual family incomes of $40,000 or more compared to those taking pleasure trips (53 percent vs. 32 percent). Twenty-six percent of Americans taking business trips consulted a travel agent compared to only 13 percent of those taking pleasure trips.

Households of business travelers were more likely to include children (44 percent) than were those of pleasure travelers (31 percent). Business travelers' households also tended to be larger, to have a higher number of wage earners, and to include the lowest proportion of retired persons.

TABLE 19: PERCENT OF BUSINESS TRIPS BY ANNUAL FAMILY INCOME*, AUTUMN 1987

	1987
Less than $20,000	10%
$20,000-$29,999	20
$30,000-$39,999	17
$40,000 or more	53
Total	100%

Base: 49.4 million business trips

*Adjusted for non-response.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

PLEASURE TRAVEL

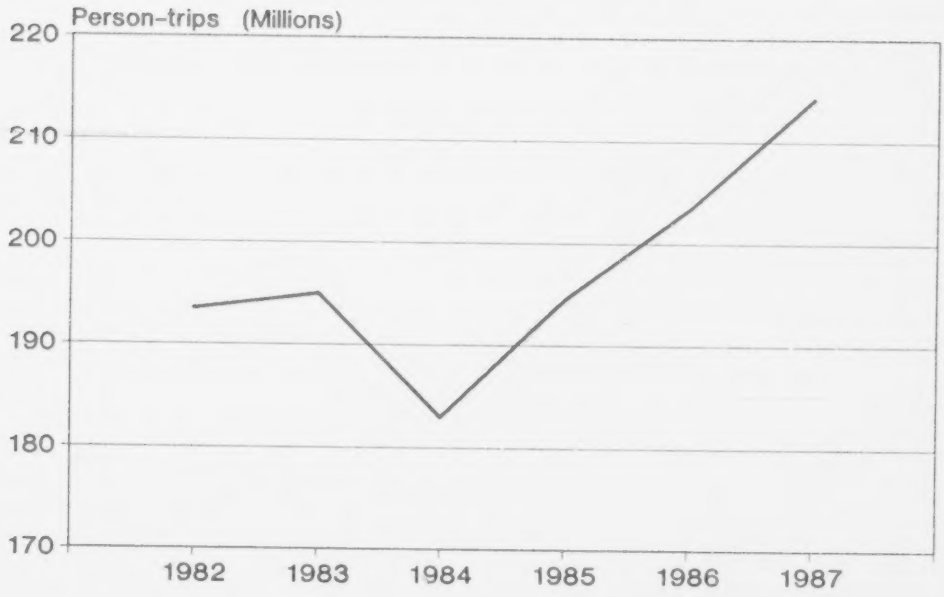
Pleasure travel, the largest travel category at 72 percent of total person-trips, includes travel for entertainment (sightseeing, theater, sports) and outdoor recreation (boating, fishing, camping, hiking), as well as visits to friends and relatives.

Pleasure travel during September, October and November has rebounded from the 1984 low of 183.0 million person-trips to show healthy increases in every succeeding year. The 1987 level of 214.2 million person-trips represents a 5 percent gain over Autumn 1986.

The six-year trend in trip volumes is similar, as the average travel party size of pleasure trips held steady at 2.0 household members per trip through 1986. Autumn 1987 experienced a slight decline to 1.9 people per trip.

FIGURE 6

VOLUME OF PLEASURE TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Much of Autumn 1987 pleasure travel involved visits to friends and relatives (51 percent), with 33 percent for entertainment and 19 percent for outdoor recreation. Five percent of pleasure trips included travel for business purposes. Interestingly, 20 percent of all pleasure person-trips were not considered to be vacations. One in two pleasure person-trips were weekend or long weekend trips of one to five nights.

Mode of Transportation/Round-Trip Distance As noted, pleasure travel by car, truck or RV accounted for 56 percent of total Autumn 1987 person-trips. The share of pleasure trips taken by car increased from 74 to 79 percent from the previous autumn, while pleasure travel by air remained at about 18 percent of person-trips. Pleasure travel averaged 890 round-trip miles, a marginal increase over the 880-mile average distance posted for Autumn 1986.

Accommodations/Number of Nights Four in ten pleasure travelers stayed in the homes of friends and relatives. An equal share chose hotel accommodations for their trips. As shown in Table 20, more than one type of lodging can be used on a trip.

Americans taking pleasure person-trips were more likely to stay two to three nights than four to nine nights (41 percent vs. 29 percent), contributing to the overall average duration of 4.2 nights. The average length of stay in the homes of friends and relatives was 4.4 nights, compared with an average of 3.6 nights for hotel stays.

TABLE 20: PERCENT OF PLEASURE PERSON-TRIPS BY TYPE OF LODGING*, AUTUMN 1987

	1987
Home of friends/relatives	40%
Hotel/motel/motor hotel	40
Rented cabin/condo/vacation home	3
Owned cabin/condo/vacation home	4
Camper/trailer/RV/tent	6
Other	2
No nights	12

Base: 214.2 million pleasure person-trips

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Pleasure Travelers Fifty-two percent of Autumn 1987 pleasure trips were taken by adults without other household members or with just one other member (28 percent). Overall, U.S. residents taking pleasure trips tended to travel without children (68 percent).

Twelve percent of Americans taking pleasure person-trips consulted a travel agent, 7 percent used a rental car on some point of their trip and 5 percent took person-trips that were part of a package tour.

Pleasure travelers typically were married (57 percent), 42 years old (average age), with annual family incomes under $40,000 (68 percent). The male-female split was fairly even, at 53 and 47 percent, respectively. In comparison to business travelers, pleasure travelers were more likely to be older, to have smaller households (with fewer children) and fewer wage earners.

Eighteen percent of pleasure travelers were retired, corresponding to the higher proportion of Americans aged 55 and over traveling for pleasure than for business purposes, 27 vs. 12 percent.

TABLE 21: PERCENT OF BUSINESS AND PLEASURE TRIPS BY AGE OF ADULT PARTY HEAD, AUTUMN 1987

	Business Trips	Pleasure Trips
18-24 years	13%	17%
25-34 years	32	25
35-44 years	25	18
45-54 years	19	13
55 years and over	12	27
Total	100%	100%
Average age (years)	39	42

Base: 111.0 million pleasure trips
49.4 million business trips

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

VACATION TRAVEL

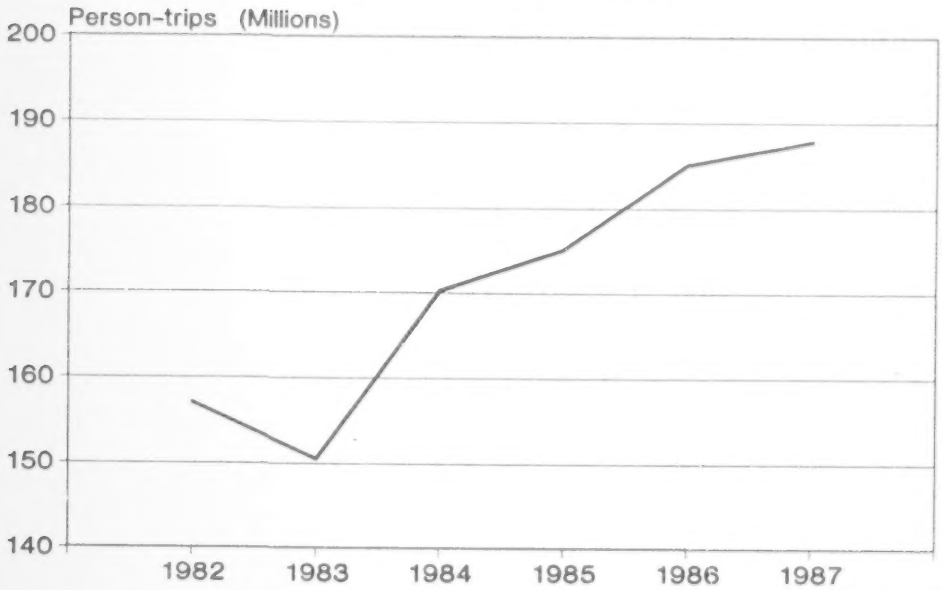
Vacation travel accounted for 64 percent of total Autumn 1987 person-trips, down from 66 percent in the previous year. Thus, despite the overall growth in travel, this smaller share resulted in Autumn 1987 vacation person-trips rising less than 2 percent to 187.8 million.

Vacation travel during the autumn months has steadily increased since dipping to 150 million person-trips in 1983. To illustrate this point, Figure 7 shows that vacation travel volumes increased 20 percent or 30 million person-trips in the five years from 1982 to 1987.

Average travel party sizes remained constant at 2.0 people over this time period, with the exception of the average of 1.8 people in 1983. The Autumn 1987 volume of 92.6 million trips measured about one percent over the previous year's level.

FIGURE 7

VOLUME OF VACATION TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Vacation travel is categorized by travelers as to whether the trip taken was a "vacation" or not. Trips are separately categorized by primary purpose of trip. Therefore, significant overlap exists between vacation and pleasure trip volumes, as 89 percent of Autumn 1987 vacation person-trips, for example, were taken for some pleasure purpose. Likewise, only 5 percent of person-trips classified as vacations were also business trips.

Forty-eight percent of vacation travel was reported to encompass a weekend or long weekend. These estimated 90 million weekend vacation person-trips represented about 30 percent of total Autumn 1987 travel.

TABLE 22: PERCENT OF VACATION PERSON-TRIPS BY PURPOSE OF TRIP, AUTUMN 1987

	1987
Visit friends/relatives	43%
Entertainment	30
Outdoor recreation	18
Business/convention	5
Personal/family/other	8

Mode of Transportation/Round-Trip Distance Nearly eight in 10 (79 percent) vacation person-trips were taken by automobile compared to only 18 percent by air. The proportion of vacation travel by automobile grew slightly compared to autumn of the previous year. This growth in vacation auto travel was accompanied by a small boost in average round-trip distances traveled, up from 900 miles in 1986 to 940 miles for Autumn 1987 vacation travel.

TABLE 23: PERCENT OF PLEASURE PERSON-TRIPS BY ROUND-TRIP DISTANCE, AUTUMN 1987

	1987
200-399 miles	35%
400-999 miles	28
1000 or more miles	26
Outside U.S.	7
Total	100%

Base: 187.8 million vacation person-trips

Note: Primary purpose of trip may not add to 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

Accommodations/Number of Nights Hotels edged out homes of friends and relatives as the type of lodging most frequently used by vacationers, at 42 and 38 percent, respectively. As with pleasure travel, vacationers tended to stay longer with their friends and relatives than in hotels or motels. Overall, vacation trips lasted 5.0 nights, with 43 percent of trips extending four or more nights in length.

TABLE 24: PERCENT OF VACATION PERSON-TRIPS BY TYPES OF LODGING USED*, AUTUMN 1987

	1987
Home of friends/relatives	38%
Hotel/motel/motor hotel	42
Camper/trailer/RV/tent	6
Other	9
No nights	11

Profile of Vacationers Autumn 1987 vacationers typically had annual family incomes of $30,000 or more (49 percent), and the travel party structure of vacation trips suggests that families (two or more household members traveling together) comprised an important segment of the vacation travel market (56 percent).

Eight percent of Autumn 1987 vacationers used a rental car in conjunction with their trip. Six percent traveled as part of a package tour while 13 percent consulted a travel agent in making arrangements for their trips.

TABLE 25: PERCENT OF VACATION AND TOTAL TRIPS BY TRAVEL PARTY STRUCTURE, AUTUMN 1987

	Vacation	Total
One adult without children	43%	55%
Two or more adults, without children	38	31
One or more adults with child(ren)	18	17
Total	100%	100%

Base: 187.8 million vacation person-trips
92.6 million vacation trips
165.2 million total trips

*Multiple responses allowed.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

WEEKEND TRAVEL

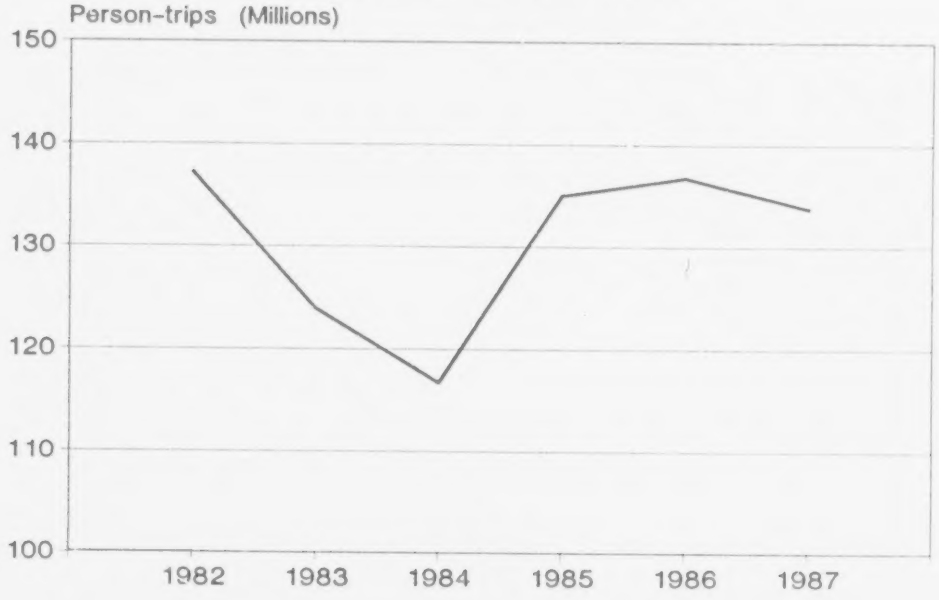
Weekend travel has fluctuated during the autumn season over the last six years, from a low of 117 million person-trips in 1984 to a high of 137 million person-trips set in 1982. Travelers report these trips of one to five nights' duration as taking place over a weekend or long weekend.

Weekend person-trips represented 46 percent of total Autumn 1987 travel, compared with a 49 percent share in the previous year. The autumn months in 1987 included three long weekend holidays (Labor Day, Columbus Day, and Thanksgiving), and one mid-week holiday (Veterans' Day).

The Autumn 1987 level of 133.8 million person-trips saw a 2 percent decline from 1986. However, the trip measure rose almost 4 percent to 72.1 million trips, as the average travel party size dipped to its lowest level in six years, to just under 1.9 people per trip.

FIGURE 8

VOLUME OF WEEKEND TRAVEL
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Accommodations Weekend travel by car (84 percent) and air (12 percent) remained stable from 1986. Weekenders were more likely to stay in commercial lodgings than with friends and relatives.

TABLE 26: PERCENT OF WEEKEND PERSON-TRIPS BY TYPES OF LODGING USED*, AUTUMN 1987

	1987
Home of friends/relatives	40%
Hotel/motel/motor hotel	48
Camper/trailer/RV/tent	6
Other	7

Profile of Weekenders Three in 10 weekenders had family incomes of over $40,000 (31 percent) and five in 10 were between the ages of 25 and 44 years old (49 percent). Weekend travel was taken predominantly for one or more pleasure purposes (79 percent). Among these, travel to visit friends and relatives was most popular, followed by entertainment and then outdoor recreation. As noted, 69 percent of weekend travel or about 90 million person-trips were weekend vacation trips.

Two-thirds of weekend trips (65 percent) did not include children and over half (55 percent) involved only one or two household members.

TABLE 27: PERCENT OF WEEKEND PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, AUTUMN 1987

	1987
Visit friends/relatives	39%
Entertainment	26
Outdoor recreation	16
Business/convention	13
Other	11
Total	100%
Vacation trip	69

Base: 133.8 million weekend person-trips

*Multiple responses allowed.
Note: Primary purpose of trip may not add to 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

USE OF HOTELS

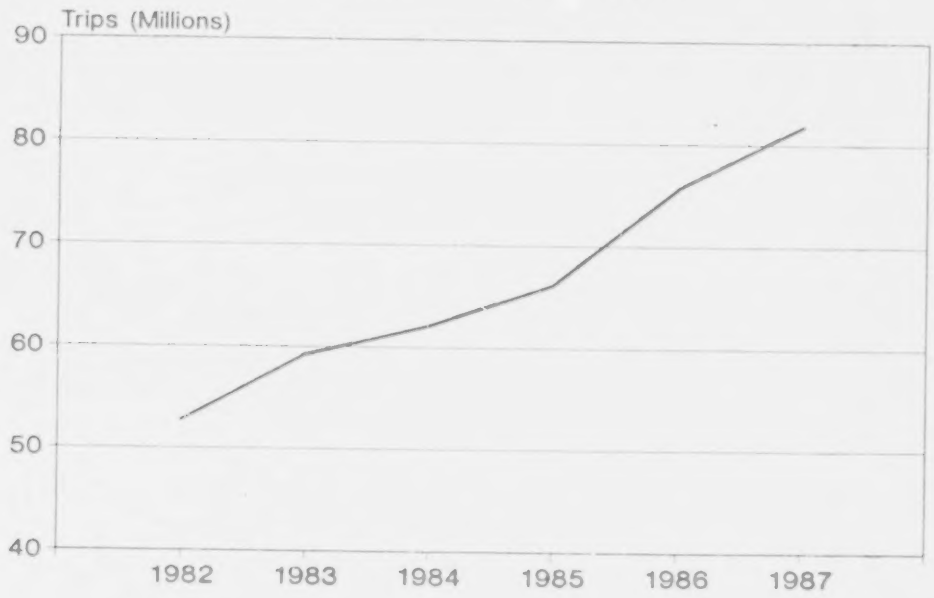
The growth in hotel travel is shown in Figure 9 in terms of trips taken, rather than in person-trips, as the trip unit gives a more representative view of hotel room usage.

As measured for the autumn months, trips including one or more nights spent in commercial lodgings have enjoyed tremendous growth over the last six years. From 1982 to 1987, the volume of hotel trips increased by 55 percent or 29 million trips. After a 15 percent boost in 1986, the Autumn 1987 level of 81.8 million trips represented an 8 percent increase over the previous year.

Hotel guests tended to travel in slightly smaller travel parties than did other types of travelers, which can be attributed to the higher proportion of business travelers using commercial lodgings. Autumn 1987 hotel trips registered an average travel party size of 1.7 people, the same level as in 1986. The resulting 136.8 million hotel person-trips saw a 7 percent increase over Autumn 1986.

FIGURE 9

HOTEL PATRONAGE
AUTUMN 1982-1987



Note: Autumn travel encompasses September, October and November.

Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip Hotel patrons traveled most often for business purposes (46 percent), followed by outdoor recreation and entertainment (40 percent) during Autumn 1987. Only 17 percent of hotel patrons traveled to visit friends and relatives compared to 32 percent of all Americans taking trips. Forty-three percent of hotel trips were weekend or long weekend trips and about half (47 percent) were considered to be vacations.

TABLE 28: PERCENT OF HOTEL TRIPS BY PRIMARY PURPOSE OF TRIP, AUTUMN 1987

	1987
Business/convention	46%
Outdoor recreation/entertainment	39
Visit friends/relatives	17
Other	8
Weekend trip	43
Vacation trip	47

Mode of Transportation/Round-Trip Distance Thirty-four percent of hotel patrons traveled by air compared to 27 percent of all Americans taking Autumn 1987 trips. Hotel patrons tended to travel somewhat farther than those staying in other types of lodging, averaging 1,160 round-trip miles compared to 1,090 miles for total U.S. residents on Autumn 1987 trips.

TABLE 29: PERCENT OF HOTEL TRIPS AND TOTAL TRIPS BY MODE OF TRANSPORTATION, AUTUMN 1987

	Hotel Trips	Total Trips
Auto/Truck/RV	58%	68%
Rental car	2	1
Airplane	34	27
Other	8	5
Total	100%	100%

Base: 81.8 million hotel trips
165.2 million total trips

Note: Primary purpose of trip may not add to 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

Number of Nights Hotel patrons spent an average of 3.6 nights per trip in commercial lodgings during the autumn of 1987. Americans who spent at least one night in a hotel, but combined a hotel stay with nights in other accommodations, averaged 4.6 nights away from home for the entire trip. As might be expected, Americans staying with friends and relatives averaged longer stays (4.5 nights) than those staying in hotels (3.6 nights)

Profile of Hotel and Motel Patrons Compared to overall travelers, hotel patrons were more likely to travel for business reasons, to be air passengers and to use certain travel services, such as rental cars and travel agents.

TABLE 30: PERCENT OF HOTEL TRIPS AND TOTAL TRIPS BY TRAVEL SERVICE USAGE, AUTUMN 1987

	Hotel Trips	Total Trips
Used a rental car	16%	11%
Used a package tour	8	5
Consulted travel agent	22	15
Agent made reservations	18	12

Americans using a hotel were more likely to have an annual household income of $40,000 or more than were travelers overall (45 percent vs. 38 percent). Generally, the profile of hotel patrons mirrored that of all travelers, as half of all Autumn 1987 trips involved the use of commercial lodgings.

TABLE 31: PERCENT OF HOTEL TRIPS AND TOTAL TRIPS BY INCOME*, AUTUMN 1987

	Hotel Trips	Total Trips
Less than $40,000	55%	62%
$40,000 or more	45	38
Total	100%	100%

Base: 81.8 million hotel trips
165.2 million total trips

*Adjusted for non-response.
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

APPENDICES

GLOSSARY OF TERMS

Air Mode. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "airplane."

Auto Mode. Any trip in which the one type of transportation used to cover most of the miles on that trip is given as "auto or truck without camping equipment, auto or truck with camper trailer or camping equipment, or self-contained recreational vehicle (live-in camper or RV)."

Business Trip. Any trip where the purpose of the trip is given as "business, convention, seminar or meeting."

Census Region of Origin/Destination. Regional breakdowns of the U.S. are as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, South Atlantic, East South Central, East North Central, West South Central, West North Central, Mountain, and Pacific.

Destination. The farthest destination reached by the respondent on one trip.

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined annual income of the respondent's family.

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Lodging. Information is gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example, nights spent in a common carrier, and (7) other.

Mode of Transportation. Each trip is classified according to the respondent's answer to the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) auto or truck without camping equipment, (2) auto or truck with camper trailer or camping equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Nights Away from Home. The number of nights spent away from home on one trip, including nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Outside the U.S. The geographic area comprising all foreign destinations.

Package Tour. A pre-paid travel package which includes at least a place to stay and transportation by air or bus.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. Any trip where the purpose of the trip is given as "visits to friends and relatives, outdoor recreation (hunting, fishing, boating, camping) or entertainment (sightseeing, theater, sports)."

Primary Purpose of Trip. The primary purpose is the main activity on this trip and is classified as follows: (1) visit friends and relatives, (2) convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip is ascribed to each person on the trip. If a trip is taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips are counted for this purpose.

Projected Total. These figures are the estimated number of trips or person-trips projected to have been taken by U.S. residents. The estimated trip volume is projected to the U.S. resident adult population, while the person-trip volume covers all travelers (children included).

Respondent. This is the person completing the telephone interview.

Round-Trip Miles. These are the twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight-Line Miles."

Straight-Line Miles. This is a "great circle" distance approximation using mathematically derived coordinates. Straight-line miles are calculated by computer program and adjusted to trip distance.

Travel Party Size. Americans traveling together are categorized by size according to the number of household members on a trip.

Travel Party Structure. The age and number of household members on a trip determine the party structure of a trip.

Trip. A trip is counted each time one person goes to a place at least 100 miles away from home and returns. The following types of trips are specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondent error in recall.

Vacation Trip. Vacation is considered to be an occasion when trips are taken, but is not listed as a purpose or reason for travel. The respondent is asked for each trip reported, "Was this a vacation trip?"

Weekend Trip. Each trip was classified as to whether it is weekend trip by asking the respondents, "Was this a weekend or long weekend trip" for each trip reported.

NATIONAL TRAVEL SURVEY QUESTIONNAIRE

TIME INTERVIEW BEGUN_____

LOCATION NUMBER_____PHONE #_____

Hello, my name is _____ and I am calling for the US Travel Data Center. We are conducting a study to learn how often people in the United States take trips.

I'd like to begin by asking how many adults, age 18 and over, live in this household? _____ADULTS

FOR EACH ADULT, ASK:

What is the sex of the oldest adult? 1 MALE 2 FEMALE

What is the sex of the next oldest adult? 1 MALE 2 FEMALE

CONTINUE FOR EACH ADULT IN HOUSEHOLD. 1 MALE 2 FEMALE

1 MALE 2 FEMALE

IF MORE THAN FOUR ADULTS OVER AGE 18 LIVE IN HOUSEHOLD, DISCONTINUE INTERVIEW. DO NOT COUNT TOWARD QUOTA.

2. How many children under age 18 live in this household? _____

3. Did you take any trips away from home of 75 miles or more, one way, since January 1, 19__? Do not include trips taken in regular commuting to and from work or school, or trips taken as flight attendant or vehicle operator. 1 YES 2 NO - (IF NO, GO TO Z1)

4. Did you take any trips away from home 75 miles or more, one way, between the 1st and the ____ of (Current Survey Month)? Include trips that may have started in previous month but ended after the 1st of (Current Survey Month). 1 YES 2 NO- (IF NO, GO TO Z1)

IF "YES", ASK:

5. How many trips of 75 miles or more, one way, have you taken away from home during (Current Survey Month)?

_____

FILL OUT Q.6-21 FOR EVERY TRIP TAKEN (Q.4) ABOVE.

TRIP #_____ ( ) IDENTICAL TO TRIP # 1

6. Thinking of your **first trip in** (Current Survey Month), how many other members of your household, if any, went on this trip?

_____ HOUSEHOLD MEMBERS
IF NONE, GO TO Q.8 BELOW

IF ANY OTHER HOUSEHOLD MEMBERS WENT ALONG, ASK:

7. Please give me the age and sex of each household member who went with you on that trip:

PERSON #1	_____ YEARS	1	MALE	2	FEMALE
PERSON #2	_____ YEARS	1	MALE	2	FEMALE
PERSON #3	_____ YEARS	1	MALE	2	FEMALE
PERSON #4	_____ YEARS	1	MALE	2	FEMALE
PERSON #5	_____ YEARS	1	MALE	2	FEMALE

8. Thinking of the entire trip, what was the total number of **nights** that you spent away from home?

_____ NIGHTS
IF NONE, GO TO Q.12 BELOW

IF ANY NIGHTS SPENT AWAY FROM HOME, ASK:

9. Please tell me the names of each state or country in which you stayed **overnight** on that trip. LIST IN LEFT COLUMN BELOW.

Q9. NAME OF STATE/COUNTRY	Q.10 # OF NIGHTS	Q.11 LODGING
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. How many nights did you spend in (EACH STATE/COUNTRY. ASK FOR EACH. TOTAL SHOULD EQUAL NUMBER OF NIGHTS AWAY IN Q.8)

11. **In what types of lodging did you stay when were in each state/country?** ENTER LODGING CODE FROM LIST BELOW.

LODGING CODES:

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 ENROUTE--DID NOT STAY ANYPLACE OVERNIGHT
7 OTHER (SPECIFY) _____

12. Thinking of this first trip, what is the name of the destination or the **farthest place** you reached on that trip?

PLACE, CITY, TOWN NAME _____

STATE, COUNTRY _____

13. Was this a vacation trip? 1 YES 2 NO

14. Was this a weekend or long weekend trip? 1 YES 2 NO 3 DON'T KNOW

15. What was the main activity on this trip? (ACCEPT ONLY ONE ANSWER)

1 VISIT FRIENDS OR RELATIVES
2 CONVENTION, SEMINAR, MEETING
3 BUSINESS
4 OUTDOOR RECREATION (hunting,fishing,boating,camping)
5 ENTERTAINMENT (sightseeing,theater,sports)
6 PERSONAL, FAMILY (medical,funeral,wedding)
7 OTHER (specify) _____

IF 1, 3, 4, 5, 6, 7, CIRCLED IN Q.15 ASK:
16. Did you attend a convention, seminar or trade show on this trip? 1 YES 2 NO

17. What was the one type of transportation used to cover most of the miles on this trip? (READ CATEGORIES BELOW)

AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT	1
AUTO OR TRUCK WITH CAMPER TRAILER OR CAMPING EQUIPMENT	2
SELF-CONTAINED RECREATIONAL VEHICLE (LIVE-IN CAMPER)	3
AIRPLANE	4
BUS	5
TRAIN	6
SHIP, BOAT	7
OTHER, (SPECIFY) _____	8
RENTAL CAR	9

18. Did you rent a car at any time on this trip? 1 YES 2 NO

19. For this trip did you purchase a package tour which included at least a place to stay and transportation by air or bus for which you paid one price? 1 YES 2 NO

20. Did you consult a travel agent while arranging this trip? 1 YES 2 NO

IF YES, ASK:

21. Did you use the services of a travel agent to make any hotel or transportation reservations for this trip? 1 YES 2 NO

VACATION TRAVEL INTENTIONS

Z1. How many vacation trips do you intend to take in the next six months?

0 1 2 3 4 5 6 7 8 9 OR MORE Y DON'T KNOW

IF ANY:

Z2. Thinking only of the longest vacation trip you intend to take, in what month will that trip probably end?

1 JANUARY
2 FEBRUARY
3 MARCH
4 APRIL
5 MAY
6 JUNE
7 JULY
8 AUGUST
9 SEPTEMBER
O OCTOBER
X NOVEMBER
Y DECEMBER

Z3. How many nights do you intend to be away from home on this trip?

_____NIGHTS

Z4. In what type of lodging do you intend to spend most of the nights on this trip? (CIRCLE - READ IF NEED TO)

1 FRIEND'S, RELATIVE'S HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 OTHER (SPECIFY) _____
7 DON'T KNOW

Z5. What will be your final vacation destination (the farthest point you will reach)? (RECORD CITY AND STATE OR COUNTRY)

_____

Z6. Will your destination be more than 500 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

IF YES:

Z7. Will your destination be more than 1000 miles, one way, away from home?

1 YES
2 NO
3 DON'T KNOW

Z8. What one mode of transportation will be used to cover most of the miles on this trip? (READ CATEGORIES)

1 AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT
2 AUTO OR TRUCK WITH CAMPING EQUIPMENT
3 SELF CONTAINED RECREATIONAL VEHICLE
4 AIRPLANE
5 BUS
6 TRAIN
7 SHIP, BOAT
8 OTHER
9 RENTAL CAR

Z9. Have you made any arrangements yet, such as transportation or hotel reservations for this trip?

1 YES
2 NO
3 DON'T KNOW

Z10. How many other members of your household, if any, will go with you on this trip? (CIRCLE ANSWER BELOW)

0 1 2 3 4 5 or more Y DON'T KNOW

IF ONE OR MORE, ASK:
Z11. How many of those members are under 18 years of age? _____

DEMOGRAPHIC CHARACTERISTICS

D1. What is your marital status?

1 MARRIED
2 SINGLE, NEVER MARRIED
3 SEPARATED
4 DIVORCED
5 WIDOWED
6 REFUSED

D2. Are you currently employed full or part-time?

1 YES
2 NO

IF YES, ASK:
D3. What is your occupation? _____

IF NO, ASK:
D4. Are you looking for work? 1 YES 2 NO

D5. Are you retired? 1 YES 2 NO

D6. What is the last grade that you completed in school?

1 LESS THAN HIGH SCHOOL
2 HIGH SCHOOL COMPLETE
3 COLLEGE INCOMPLETE
4 COLLEGE COMPLETE
5 GRADUATE WORK
6 REFUSED

D7. Do you own or rent your home?

1 OWN
2 RENT
3 REFUSED

D8. How many full-time or part-time wage earners live in this household?

1 ONE
2 TWO
3 THREE OR MORE
4 NONE
5 REFUSED

D9. How old are you? _____

D10. Is you family income less than $10,000 per year, between $10,000 and $19,999, between $20,000 and $29,999, $30,000 and $39,999 or between $40,000 and $49,999, between $50,000 and $74,999, between $75,000 and $99,999 or $100,000 or more per year?

1 LESS THAN $10,000
2 BETWEEN $10,000 AND $19,999
3 BETWEEN $20,000 AND $29,999
4 BETWEEN $30,000 AND $39,999
5 BETWEEN $40,000 AND $49,999
6 BETWEEN $50,000 AND $74,999
7 BETWEEN $75,000 AND $99,999
8 $100,000 OR MORE
9 REFUSED

D11. Which of the following credit cards does your household have?

1 VISA
2 MASTERCARD
3 AMERICAN EXPRESS
4 CARTE BLANCHE
5 DINERS CLUB
6 TELEPHONE CREDIT CARD
7 NONE OF THESE
8 REFUSED

D12. What is your zip code number? ___ ___ ___ ___ ___

D14. Sex of respondent: 1 MALE 2 FEMALE

THANK YOU FOR THIS INTERVIEW.
NAME OF INTERVIEWER _____ DATE _____
TIME INTERVIEW ENDED _____ LENGTH OF INTERVIEW _____

CENSUS REGIONS

The nine census regions of residence and final destination mentioned in this report are defined as follows:

New England - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

Mid-Atlantic - New Jersey, New York, Pennsylvania

South Atlantic - Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia

East South Central - Alabama, Kentucky, Mississippi, Tennessee

West South Central - Arkansas, Louisiana, Oklahoma, Texas

East North Central - Indiana, Illinois, Michigan, Ohio, Wisconsin

West North Central - Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

Mountain - Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

Pacific - California, Oregon, Washington (Alaska and Hawaii as destinations)

NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interviews from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States. The sample design is a two-stage, stratified, internally replicated national probability sample using a new sample each month.

Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimate of the number of trips. Starting in 1986, data are also being collected on trips of less than 100 miles which included one or more nights spent in paid accommodations. Demographic information is collected from all 1,500 respondents each month. In addition, a random sample of 1,000 respondents (both travelers and non-travelers) are asked a series of questions concerning vacation travel intentions.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection among household members. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

ESTIMATES OF SAMPLING ERROR

Theoretical estimates for the key projections of this survey are only able to provide a rough indication of sampling error, because of weighting, clustering and response rate. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. Accordingly, the following table may be used as a guide in determining the range for the major categories of projected trips and person-trips at the 95 percent confidence level.

ESTIMATES OF SAMPLING ERROR FOR PROJECTED TRAVEL VOLUMES
AUTUMN 1987 TRAVEL

	TRIPS (MILLIONS) ESTIMATE	RANGE	PERSON-TRIPS (MILLIONS) ESTIMATE	RANGE
Total	165.2	163.2 - 167.2	294.1	291.1 - 297.1
Vacation	92.6	91.1 - 94.1	187.8	185.8 - 189.8
Pleasure	111.0	109.5 - 112.5	214.2	211.7 - 216.7
Bus/Conv	49.4	48.4 - 50.4	61.8	60.8 - 62.8
Weekend	72.1	71.1 - 73.1	133.8	132.3 - 135.3
Auto	109.7	108.2 - 111.2	218.1	215.6 - 220.6
Air	44.1	43.1 - 45.1	61.3	60.3 - 62.3
Hotel	81.8	80.3 - 83.3	136.8	135.3 - 138.3
Seniors (55+)	37.9	35.9 - 39.9	59.9	57.9 - 61.9

In looking at characteristics of trips and person-trips for the major categories reported above, it may be helpful to refer to the following chart, which indicates the approximate statistical variability of the estimates contained in this report at the 95 percent confidence level.

APPROXIMATE SAMPLING TOLERANCE FOR SURVEY
PERCENTAGES AT OR NEAR THESE LEVELS

SAMPLE SIZE	10% OR 90%	20% OR 80%	30% OR 70%	40% OR 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

SAMPLE CHARACTERISTICS
Autumn 1987

Number of telephone interviews completed	4,552
Number of respondents reporting one or more qualifying trips*	1,160
Total number of qualifying trips	1,688

*In the National Travel Survey, a qualifying trip must be at least 100 miles away from home.